

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas J. Holcomb Attorney Docket No. LESC-1-1001
Serial No.: — Group Art Unit: —
Filing Date: July 17, 2003 Examiner: —
Title: METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING

**COMBINED DECLARATION AND POWER OF ATTORNEY
IN PATENT APPLICATION**

As the inventor of the invention disclosed in the patent application entitled METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING, I hereby declare as follows:

My residence, post office address and citizenship is:

Thomas J. Holcomb

15110 69th Avenue S.E.

Snohomish, WA 98296

Citizenship: United States

I believe that I am the original, first and sole inventor of the subject matter that is claimed and for which a patent is sought on the invention entitled METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING, the specification of which is attached to this declaration.

I have reviewed and understand the contents of the above-identified patent application, including the claims.

I acknowledge the duty to disclose information, which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, for the application(s) listed below. I have also identified below any foreign application(s) for patent or



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816 Second Avenue
Seattle, Washington 98104
206 381 3300 • F: 206 381 3301

inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed: NONE

I hereby claim the benefit under 35 U.S.C. 119(e) of the following United States provisional application(s): NONE

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information that is material to patentability as defined 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application: NONE

I hereby appoint the following attorneys and agents to prosecute this application and to transact all related business in the Patent and Trademark Office or the Courts: Richard T. Black, Washington State Bar No. 20,899 and PTO Reg. No. 40,514; David A. Lowe, Washington State Bar No. 24,453 and PTO Reg. No. 39,281; Lawrence D. Graham, Washington State Bar No. 25,402 and PTO Reg. No. 40,001; Mark L. Lorbiecki, Washington State Bar No. 16,796 and PTO Reg. No. 45,643; Michael S. Smith, PTO Reg. No. 39,563; Mark S. Beaufait, Washington State Bar No. 13,419 and PTO Reg. No. 48,529; Robert R. Richardson, Washington State Bar No. 25,953 and PTO Reg. No. 40,143; Mark D. Byrne, PTO Reg. No. 50,125; H. Albert Richardson, Washington State Bar No. 13,197 and PTO Reg. No. 27,701, Frank J. Bozzo, PTO Reg. No. 36,756; and Dale C. Barr, Washington State Bar No. 24,696 and PTO Reg. No. 40,498.

Direct all communications to:

Frank J. Bozzo
BLACK LOWE & GRAHAM^{PLLC}
816 Second Avenue
Seattle, Washington 98104
Direct Dial: 206.957.2483
Facsimile: 206.381.3301
Email: frank.bozzo@blacklaw.com



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I hereby further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

July 17, 2003
Date

Thomas J. Holcomb
Thomas J. Holcomb



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BLACK LOWE & GRAHAM PLLC

816 Second Avenue
Seattle, Washington 98104
206.381.3300 • F: 206.381.3301